

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property  
Organization  
International Bureau



(43) International Publication Date  
29 September 2005 (29.09.2005)

PCT

(10) International Publication Number  
**WO 2005/091261 A1**

(51) International Patent Classification<sup>7</sup>: **G09F 19/22**

(21) International Application Number:  
PCT/AU2005/000376

(22) International Filing Date: 18 March 2005 (18.03.2005)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
2004901428 18 March 2004 (18.03.2004) AU

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(81) Designated States (*unless otherwise indicated, for every  
kind of national protection available*): AE, AG, AL, AM,  
AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN,

CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI,  
GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE,  
KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD,  
MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG,  
PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SM, SY, TJ,  
TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA,  
ZM, ZW.

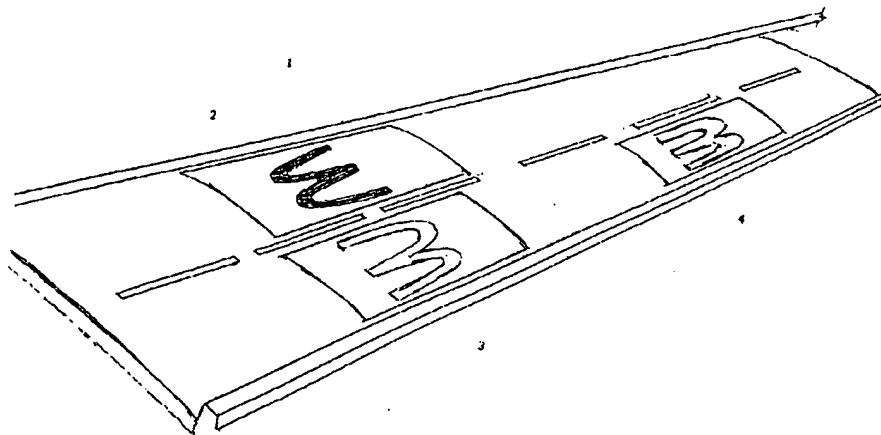
(84) Designated States (*unless otherwise indicated, for every  
kind of regional protection available*): ARIPO (BW, GH,  
GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM,  
ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),  
European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI,  
FR, GB, GR, HU, IE, IS, IT, LT, LU, MC, NL, PL, PT, RO,  
SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN,  
GQ, GW, ML, MR, NE, SN, TD, TG).

**Published:**

- with international search report
- before the expiration of the time limit for amending the  
claims and to be republished in the event of receipt of  
amendments

For two-letter codes and other abbreviations, refer to the "Guid-  
ance Notes on Codes and Abbreviations" appearing at the begin-  
ning of each regular issue of the PCT Gazette.

(54) Title: SYSTEM AND METHOD OF PAVEMENT ADVERTISING



(57) Abstract: A road advertising system in which advertising indicia is applied to an upper surface of a road forming a carriageway capable of carrying pedestrian and/or vehicular traffic; the system comprising; wheel mounted mobile unit including a source of marking fluid, delivery means to distribute said fluid onto a surface, control means to regulate delivery rate of said fluid, the control means including a computer actuated plotter which controls the path of at least one delivery nozzle associated with the delivery means to form an image on the road surface.

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